

**UTAH OFFICE OF TOURISM  
BOARD MEETING AGENDA**  
**Friday, February 8, 2019 – 10:00 am – 12:00 pm**  
**Element Event Center - Element Ballroom**  
**5658 Cougar Lane**  
**Kearns, UT 84118**

- 1. Welcome & Introductions: Lance Syrett, Chair - (10:00 am)**
- 2. Approval of Minutes - (10:20 am)**
- 3. Managing Director Report: Vicki Varela - (10:25 am)**
- 4. Marketing Committee Report -**
  - a. Review Dashboard - Dave Williams - (10:35 am)**
  - b. Winter Campaign Update and Approval for Late Season Push - Jonathan Smithgall - (10:40 am)**
  - c. 3-Season Media Buy Review and Approval - Struck/Love - (10:55 am)**
  - d. 3-Season Creative Update - Struck/Love - (10:15 am)**
  - e. Marketing and Privacy Protections - Jay Kinghorn - (10:30 am)**
- 5. UTIA Update - Kaitlin Eskelson (11:40 am)**
- 7. New Business/Public Comment - (11:50 am)**

**Meeting adjourned – The next board meeting will be held April 12, 2019 at Evermore Park in Pleasant Grove, UT.**

**UTAH OFFICE OF TOURISM GOALS**

- 1. Create Global Brand**
- 2. Strengthen partnerships with industry**
- 3. Improve customer experience**
- 4. Engage Utah leaders and citizens in our success**
- 5. Use film as a billboard for our state**